

What is claimed is:

1. A digital information sales method, comprising:

a step for storing to a first storage medium key data indicating permission to use the digital information; and a step for storing to the first storage medium a program for controlling a digital information controller to store a fee for using the digital information to a marketer area that cannot be accessed by the storage medium owner when copying key data from the first storage medium to which the key data is written to a second storage medium using the digital information controller.

2. A digital information sales method, comprising:

a step for storing to a first storage medium key data indicating permission to use the digital information; and a step for storing to the first storage medium a program having a function for storing a fee for using the digital information to a marketer area of the storage medium that cannot be accessed by the storage medium owner when copying key data from the first storage medium to a second storage medium using the digital information controller, and

a function for controlling the digital information controller to send fees stored to a marketer area to the marketer when communicating using the first storage medium.

3. A digital information sales method according to claim 1, wherein:

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said program has a function for controlling the digital information controller to store a fee for using the digital information to a marketer area that cannot be accessed by the storage medium owner when copying key data from storage medium N-1 (where N is an integer of 3 or more) to storage medium N.

4. A digital information sales method according to claim 2, wherein:

said program has a function for controlling the digital information controller to store a fee for using the digital information to a marketer area that cannot be accessed by the storage medium owner when copying key data from storage medium N-1 (where N is an integer of 3 or more) to storage medium N.

5. A digital information sales method according to claim 3, wherein:

said program has a function for controlling so as to store said usage fee to said marketer area of storage medium N.

6. A digital information sales method according to claim 4, wherein:

said program has a function for controlling so as to store said usage fee to said marketer area of storage medium N.

7. A digital information sales method according to claim 3, wherein:

said program has a function for controlling so as to compare a user-marketer transaction count from storage medium N and from storage medium N-1, and storing said usage fee to

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the marketer area of the storage medium having the higher transaction count.

8. A digital information sales method according to claim 4, wherein:

said program has a function for controlling so as to compare a user-marketer transaction count from storage medium N and from storage medium N-1, and storing said usage fee to the marketer area of the storage medium having the higher transaction count.

9. A digital information sales method according to claim 1, wherein:

said program has a function for controlling an ATM terminal to send money information stored in the marketer area of the storage medium to the digital information sales apparatus when a storage medium having a usage/purchase amount stored in the marketer area is inserted to the ATM machine.

10. A digital information sales method according to claim 2, wherein:

said program has a function for controlling an ATM terminal to send money information stored in the marketer area of the storage medium to the digital information sales apparatus when a storage medium having a usage/purchase amount stored in the marketer area is inserted to the ATM machine.

11. A digital information sales method comprising:

a step for storing to a first storage medium key data indicating permission to use the digital information; and

a step for storing to the first storage medium a program having a function for controlling the digital information controller so that key data is copied in an unusable state when copying key data from the first storage medium to which the key data is written to a second storage medium using the digital information controller.

12. A digital information sales method, comprising:

a step for storing to a first storage medium key data indicating permission to use the digital information;

a step storing to the first storage medium a program having a function for controlling the digital information controller so that key data is copied in an unusable state when copying key data from the first storage medium to which the key data is written to a second storage medium using the digital information controller, and

a function for controlling the digital information controller to access the digital information marketer through a communications means when playing back the copied digital information to convert the key data stored to the second storage medium to a usable state; and

a step for sending information for setting key data stored to the second storage medium to a usable state when access is made using the second storage medium containing

unusable-state key data and the digital information usage fee is paid.

13. A digital information sales apparatus, comprising:

memory for storing digital information;

key data memory for storing key data indicating permission to use the digital information; and

program memory for storing a program having a function for controlling the digital information controller so that key data is copied in an unusable state when copying key data to a second storage medium using the digital information controller from the first storage medium to which the key data is written as a result of purchasing the digital information and key data;

wherein said key data and said program are stored to the buyer's storage medium when the digital information is sold.

14. A digital information sales apparatus, comprising:

memory for storing digital information;

key data memory for storing key data indicating permission to use the digital information; and

program memory for storing a program having a function for controlling the digital information controller so that key data is copied in an unusable state when copying key data to a second storage medium using the digital information

controller from the first storage medium to which the key data is written as a result of purchasing the digital information and key data, and

a function for controlling the digital information controller to access the digital information marketer through a communications means when playing back the copied digital information to convert the key data stored to the second storage medium to a usable state;

wherein the key data and said program are stored to the buyer storage medium when the digital information is sold, and information for setting key data stored to the second storage medium to a usable state is sent when access is made using the second storage medium containing unusable-state key data and the digital information usage fee is paid.

15. A medium for storing a program readable by a control device having a function for controlling a digital information controller, which has a means for controlling a first medium for storing key data indicating permission to use digital information, and a means for copying to a second medium the key data stored to the first medium, wherein said program has:

a function for achieving in the control device a function for setting the key data to an unusable state and storing the unusable-state key data to the second medium when copying key data stored to the first medium to the second medium.

16. A storage medium for storing a program readable by a control device having a function for controlling a digital information controller, which has a means for controlling a first medium for storing key data indicating permission to use digital information, a means for copying to a second medium the key data stored to the first medium, a means for controlling the second medium storing the copied key data, and a communications means for communicating with an external device, wherein said program has a function for achieving in the control device:

a function for setting the key data to an unusable state and storing the unusable-state key data to the second medium when copying key data stored to the first medium to the second medium; and

a function for setting to a usable state the unusable-state key data stored to the second medium when the copied digital information is played back by communicating with the digital information sales apparatus using the second medium by way of the communications means.

17. A digital information sales method according to claim 1, wherein: the first storage medium and second storage medium are each an IC card containing electronic money information and key data unique to the IC card, and key data is encrypted using the unique IC card key data when the key

data is copied to the first storage medium or second storage medium.

18. A digital information sales method according to claim 2, wherein: the first storage medium and second storage medium are each an IC card containing electronic money information and key data unique to the IC card, and key data is encrypted using the unique IC card key data when the key data is copied to the first storage medium or second storage medium.